October 1, 1945

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Sept. 29 10:30 A.M.	TEEN-AGE FABRIC FASHION SHOW	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM

Presenting a complete wardrobe for teen-age girls, made from McCall Patterns. Refreshments will be served. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.

Saturday Sept. 29 11:00 A.M.- 3:00 P.M.	"BACK-TO-SCHOOL FASHIONS OF 1945"	GIMBEL BROTHERS	5TH FLOOR

"Calling All Girls" Fashion Show, with Nancy Pepper, editor of Calling All Girls Magazine, as guest. Presentation of Technicolor Movie: "Back-To-School Fashions of 1945", starring the 28 teen-age winners of the Magazine's Movie contest. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.

WEEK BEGINNING SUNDAY SEPTEMBER 30, 1945

Sept. 30 RESUMPTION OF STANDARD TIME: CLOCKS TO BE TURNED BACK ONE HOUR AT 2 A.M.

Monday Oct. 1 9:30 A.M. Breakfast	DIAMOND WEDDING BREAKFAST PARTY	KRESGE-NEWARK (715 BROAD ST.)	THIMBLEBERRY ROOM 7TH FLOOR

Celebrating their 75th anniversary, Kresge's-Newark will have a special breakfast with their 75 oldest customers and the "oldest and newest" employees as honorary guests. This will be followed by a special radio breakfast party over Station WAAT at 10:30 A.M. There will be window and interior displays throughout the month of October, contrasting fashions of 1870 with those of today. Press by invitation. Publicity: Robert J. Powderly, MItchell 2-8000, Ext. 124.

Monday Oct. 1 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON SHOW	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF

New Fall and Winter fashions by Peggy Roth, including dressy afternoon and dinner clothes, suits, millinery, and accessories. Open to public. Press by invitation. Luncheon from $1.85. Contact: PL. 8-2904. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.

Beginning Monday Oct. 1 8:00 P.M.	COURSES IN FASHION AND PUBLICITY	NEW YORK UNIVERSITY SCHOOL OF RETAILING	NEW YORK UNIVERSITY WASHINGTON SQUARE

A new course in fashion coordination and publicity will be given on Monday evenings by Kate Goldstein Kamen, well known in the field of publicity, promotion, and styling; and fashion director for A.C.Lawrence Leather Co., from which she is on leave of absence. This course was formerly scheduled to be given by June Hamilton Rhodes. Assistant Professor Bernice Chambers will present a course in "Fashion In Apparel" Wednesday evenings at 8 P.M. Fee for each course: $27.00 plus $3.00 for registration. Contact: Mrs. Virginia Meagher, SP. 7-2000.

Monday Oct. 1	SANTA SAYS: "SEW FOR CHRISTMAS"	SIMPLICITY PATTERN CO. (200 MADISON AVENUE)	DEPARTMENT STORES

Twelve Disney Doll Patterns are being added to Simplicity's November catalog, published October 1, as gift suggestions for Christmas. Publicity: Vaughn Weidel, AS. 4-7570.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 2 1:15 P.M. Luncheon	MILLINERY PROPHECY FOR FALL AND WINTER	WALTER FLORELL (29 EAST 53 ST.)	RITZ CARLTON HOTEL OVAL ROOM
	"Snow Flurries"--Walter Florell's millinery prophecy for Fall and Winter, to be presented during luncheon. Open to public. Press by invitation. Publ.: Mr. Frederick, PL. 5-0895. Ritz Publ.: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 2 3:30 P.M.	PRESS PREVIEW: FALL AND WINTER FASHIONS	ZOE DE SALLE	18 EAST 53RD STREET SALON
	A press preview of Zoe de Salle's Fall and Winter Custom-Order collection. Press by invitation only. Contact: PL. 3-0396.		
Tuesday Oct. 2 5:00 P.M.- 8:00 P.M.	PRESS PARTY TO INTRODUCE NEW COLOR	REVLON PRODUCTS CORP. (745 FIFTH AVE.)	HAMPSHIRE HOUSE COTTAGE
	"Garden Of Eden" cocktail party to announce a new Revlon color. Beauty and Fashion press by invitation only. Publicity: Beatrice Castle, PL. 5-8800.		
Tuesday Oct. 2 8:00 P.M.	OPEN MEETING: READY-TO-WEAR DIVISION	NATIONAL RETAIL DRY GOODS ASSN.	PENNSYLVANIA HOTEL GEORGIAN ROOM
	An open meeting under the chairmanship of Hal W. Kenaston. The speaker will be Gilbert Robinson, V.P., Forstmann Woolen Co. Contact: PE. 6-2155.		
Tuesday Oct. 2	PRESS SHOWING OF RESORT FASHIONS	NEWMAN & WINTER (MIAMI, FLORIDA)	HOTEL NEW YORKER
	Resort fashions designed by Margaret Newman, including new and original dress slacks, dresses, and playsuits, will be shown to the press by David Newman, from October 3 to October 12 by appointment only. Contact: David Newman, Newman & Winter, Miami 32, Florida.		
Wednesday Oct. 3 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FALL FASHIONS	MILGRIM (6 WEST 57 ST.)	WALDORF-ASTORIA STARLIGHT ROOF
	New Fall and Winter fashions for a more formal season than we've known for many years. Open to public. Press by invitation. Publicity: Ruth Waltz, CI. 7-7200. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Oct. 3	RESUMPTION OF WEEKLY FASHION SHOWS AT THE PIERRE HOTEL, COTILLION ROOM		
	Opening fashion show under auspices of Girls Vacation Fund Inc. Mme. Sonia of Sonia Gowns, Inc. (15 E. 56th St.) will present her originals. Tickets: $10. For tickets, contact: Girls Vacation Fund Inc., 2 West 13th St., AL. 4-0462. Press by invitation. Publicity: Viola Shefer, PL. 3-3173.		
Wednesday Oct. 3 4:30 P.M.- 7:00 P.M. Cocktails	INTRODUCING TUYA PERFUME	PARA-TI CORPORATION	WALDORF-ASTORIA SERT ROOM
	The Para-Ti Corporation and Onondaga Silk Mills present the New Onondaga-Tuya "Conversation" Prints and Para-Ti products showing fabrics inspired by Para-Ti's new Tuya Venezuelan Perfume. Five distinguished designers have created resort fashions from the Tuya prints: Sophie Gimbel, Omar Kiam, Jo Copeland, Emmet Joyce, and Sally Milgrim; children's sizes by The Berk Company. Members of Pan-American and Inter-American Societies are uniting with the Para-Ti Corp. in an effort to make this party a symbol of deeper friendship with Latin America in the post-war world. Commentator: Vyvyan Donner, fashion director, Fox Movietone News. Press by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 3	FABRIC FASHION SHOW: FIVE COMPLETE WARDROBES	JOHN WANAMAKER (B'WAY AT 9TH ST.)	5TH FLOOR HOME STORE

3:00 P.M.; 7:00 P.M. Complete wardrobes for 5 distinct personalities: schoolgirl, career girl, business woman, new homemaker, and mature homemaker--dramatizing new fashion highlights--tiny waistlines, wing sleeves, rounded shoulders, fuller skirts, etc. Open to public. Publicity: Florence O'Keefe, ST. 9-4700, Ext. 681.

Wednesday Oct. 3- Dec. 12	SIXTH FASHION TRAINING COURSE	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	BEEKMAN TOWER 5 MITCHELL PLACE

Sixth annual course, "Introductions To Careers In Fashions," sponsored by The Fashion Group, Inc., and consisting of ten 2-hour sessions from 7:30 to 9:30 P.M. with three key speakers at each session. These include top ranking experts in each phase of the entire fashion field, including selling, fabrics, public relations, advertising, radio, merchandising, and publications. Changes in the fashion picture, especially related to fabrics and patterns, will be fully detailed. Tuition fee for the series: $15.00; or $2.00 for each individual lecture. Early registration is suggested. Contact: The Fashion Group, Inc., CI. 7-1734.

Thursday Oct. 4	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	PLAZA HOTEL PERSIAN ROOM

1:00 P.M. Luncheon Custom-order fashions for women featuring Farquharson & Wheelock's "6-in-1" costume and "expectancy" gown. Open to public. Press by invitation. Contact: PL. 3-1436. Plaza Publicity: Bonnie Donahue, PL. 3-1740.

Thursday Oct. 4	FUR FASHIONS AT LUNCHEON SHOW	REVILLON FRERES (684 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM

1:00 P.M. Luncheon Presentation of Revillon Freres furs during luncheon. Open to public. Press by invitation. Contact: Jeanne dePene, CI. 7-7343. Ritz Publicity: Marion Morrison, PL. 3-4600.

OUT-OF-TOWN SPRING OPENING DATES

Oct. 4	MIAMI FASHION COUNCIL RESORT LINES	MIAMI, FLORIDA
Oct. 15	CHICAGO FASHION INDUSTRY	CHICAGO, ILLINOIS
Oct. 15	CALIFORNIA APPAREL MANUFACTURERS	LOS ANGELES, CALIF.
Oct. 22	ST. LOUIS FASHION CREATORS & FASHION EXHIBITORS	ST. LOUIS, MISSOURI
Oct. 22	DALLAS FASHION & SPORTSWEAR CENTER & NATIONAL FASHION EXHIBITORS	DALLAS, TEXAS

Friday Oct. 5	FASHION SHOW FOR TEEN-AGE GIRLS	KRESGE-NEWARK (715 BROAD ST.)	THIMBLEBERRY ROOM 7TH FLOOR

4:00 P.M. Simplicity-Calling All Girls double feature fashion show with Nancy Pepper, editor of "Calling All Girls" Magazine as special guest. Ready-to-wear clothes will be modeled by 15 members of Calling All Girls Club. Mary Joan Finlay of the Simplicity Pattern Co. will illustrate the making of teen-age clothes. For tickets, contact Teen Shop, 3rd Floor. Open to public. Publicity: Robert J. Powderly, Mitchell 2-8000, Ext. 124.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Oct. 6	PUBLICATION DATE: "FOOTWEAR NEWS"	FAIRCHILD PUBLICATIONS	8 EAST 13TH STREET

Announcing "Footwear News", a new weekly Fairchild Publication, the footwear industry's only newspaper, for circulation among general shoe stores throughout the country. Price: $4.00 a year. Contact: AL. 4-5252.

Oct. 7 NATIONAL FIRE PREVENTION WEEK

Monday Oct. 8 1:00 P.M. Luncheon	LUNCHEON FASHION SHOWING	GUNTHER (666 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM

Fall and Winter ready-to-wear apparel and Gunther Originals in gowns and furs will be shown during luncheon. Open to public. Press by invitation. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.

Monday Oct. 8	NEW BOOKLET: "KIDS & GOATS"	ALLIED KID COMPANY	100 GOLD STREET NEW YORK 7, N. Y.

"Kids & Goats", a booklet describing processes in the tanning, coloring and finishing of kid leathers, and the care of kid shoes. Illustrated with pictures and amusing drawings. Available to training departments of stores, teachers of retailing, vocational education, etc. Contact: Rhea Nichols or Helene O'Hara, BE. 3-2840.

Tuesday Oct. 9 1:00 P.M. Luncheon	SHOWING OF DAYTIME AND EVENING FASHIONS	JONAI INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM

Fall and Winter fashions for daytime and evening wear will be shown during luncheon, including sheer woolens for street wear, short and long dinner gowns, and many 2-piece outfits. Open to public. Press by invitation. Contact: PL. 5-3500. Ritz Publicity: Marion Morrison, PL. 3-4600.

Tuesday Oct. 9 3:00 P.M.	PRESS SHOWING OF NEW RAINCOAT FASHIONS	AQUATOGS	ST. REGIS HOTEL PENTHOUSE

"Rain and Champagne Party" featuring new raincoats for Mother and Daughter in a galaxy of colors and materials, with hood and umbrella ensembles. Press strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.

Wednesday Oct. 10 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING	ARNOLD CONSTABLE (5TH AVE. & 40TH ST.)	WALDORF-ASTORIA SERT ROOM

Gay and dressy post-war fashions for Fall and Winter will be featured by Arnold Constable during luncheon. Open to public. Press by invitation. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.

Wednesday Oct. 10 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY AT LUNCHEON	MME. PAULINE (6 EAST 53RD ST.)	PIERRE HOTEL COTILLION ROOM

Mme. Pauline presents her advance collection of Fall and Winter hats during luncheon. Open to public. Press by invitation. Fashion Show under supervision of Viola Shefer, PL. 3-3173.

Beginning Oct. 10	EXHIBITION OF ISLAMIC METALWORK	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.

Examples of Islamic jewelry in gold filigree and stone inlay and enamel, in addition to Islamic metalwork from 7th to 17th century from Persia, Mesopotamia, Syria, and Egypt. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday October 10	TOWN HALL WORKSHOPS FOR ADULTS	TOWN HALL	123 WEST 43RD STREET

Twelve popular courses for adults, ranging in subject matter from world affairs to "Better Homes For Better Living"; "Elizabeth Arden's Course on Beauty and Health"; "Etching Workshop"; and "Modern Writing." Courses consist of 6 to 12 weekly sessions of 1½ hours each, at 5:30 and 8:30 P.M. Price: $5.00 per course. Registration from 9:00 A.M. to 7:00 P.M. daily; Saturdays, 9:00 A.M. to 2:00 P.M. Publicity: Selma Warlick, WI. 7-5800.

Thursday Oct. 11 1:00 P.M. Luncheon	FALL READY-TO-WEAR DESIGNERS' COLLECTION	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM

Presentation of Saks 5th Avenue's Fall Ready-To-Wear Designers' Collection during luncheon. Open to public. Press by invitation. Publicity: Helen Kauper, PL. 3-4000. Plaza Publicity: Bonnie Donahue, PL. 3-1740.

Thursday Oct. 11 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

A collection of mid-season hats for street wear and after five. Open to public. Press strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Publicity: Marion Morrison, PL. 3-4600.

Thursday Oct. 11 2:30 P.M., 6:30 P.M.	SHOWING OF CLASSICS BY HENRY ROSENFELD	RUSSEKS FIFTH AVENUE	7TH FLOOR "CLASSIC CORNER"

Russeks' "Classic Corner" will feature two special showings of fashions by Henry Rosenfeld, illustrating his popular creative genius. Mr. Rosenfeld will be present and will speak. Open to public. Publicity: WI. 7-1900.

Monday Oct. 15 1:00 P.M. Luncheon	SHOWING OF FURS DURING LUNCHEON	ALFRED RAINER INC. (17 EAST 55TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

A presentation of custom-made fur creations by Alfred Rainer with millinery by Braagaard. Open to public. Press by invitation. Fashion show director and commentator: Mary Alice Rice, PL. 3-4500.

Oct. 15 LAST DAY FOR OVERSEAS CHRISTMAS MAILING.

Beginning Oct. 15	OPENING OF RESORT AND SPRING LINES	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS

Showing of complete collections covering the entire season in accordance with the policy of showing only one line each season. Members of the Sportswear Guild who will show their lines include:

ADLER & ADLER, INC.	KANE-WEILL	ZOLTAN ROSENBERG
DAVIDOW	MUTUAL-ROSENBLOOM CO.	SPORT-CRAFT
DAVID M. GOODSTEIN, INC.	CHARLES W. NUDELMAN, INC.	STAR-MAID DRESSES

Contact: Bert Reimitz, LA. 4-5970.

Monday Oct. 15	OPENING OF MUSEUM'S CHRISTMAS SHOP	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST. MAIN HALL

Holiday Shop for the sale of Christmas cards and gifts, including books, portfolios, color prints, a Museum calendar for 1946, reproductions, etc. Thirty-four Christmas cards from paintings and sculpture, and books for children will be on sale. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 16 12:30 P.M. Luncheon	PRESS PREVIEW: RESORT FASHIONS FOR 1945-46	FRANCES SIDER ORIGINALS	PLAZA HOTEL TERRACE ROOM
	Frances Sider will present her new Original Resort Fashions during luncheon. Press and Trade by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.		
Tuesday Oct. 16 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	THE SPORTSWOMAN (25 EAST 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	New Fall and Winter fashions will be presented by The Sportswoman during luncheon. Open to public. Press by invitation. Contact: PL. 3-2544. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 16 2:30 P.M.	INTRODUCING NEW BRIDAL SHOP	SAKS 34TH STREET	5TH FLOOR
	Bridal fashion showing to introduce the new Saks 34th Street Bridal Shop. Tea and refreshments will be served. Open to public. Publicity: Florence Epstein, LA. 4-7000.		
Tuesday Oct. 16 5:00 P.M. Cocktails	PRESS PREVIEW TO INTRODUCE NEW PRODUCT	PARFUMS CORDAY (655 FIFTH AVE.)	ST. REGIS HOTEL PENTHOUSE
	Parfums Corday will introduce the first French imported parfum of this Fall season. Press by invitation only. Publicity: Gertrude Morrison, EL. 5-3377.		
Wednesday Oct. 17 10:00 A.M. Breakfast	PRESS PREVIEW: NEW CRUISE MILLINERY	MARY GOODFELLOW (23½ EAST 61ST ST.)	HAMPSHIRE HOUSE COTTAGE
	Press preview of Mary Goodfellow's original designs in cruise millinery. Press strictly by invitation. Publicity: Mildred Kaldor, BR. 9-9399.		
Wednesday Oct. 17 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW	ROBERT DUDLEY (54 EAST 56TH ST.)	PIERRE HOTEL COTILLION ROOM
	Dramatic collection of "Airborne" hats by Robert Dudley will be shown during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.		
Wednesday Oct. 17 1:00 P.M. Luncheon	FALL FASHIONS, FURS AND ACCESSORIES	THE TAILORED WOMAN (742 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
	A complete showing of Fall fashions during luncheon, along with the latest accessories. Also, furs from The Tailored Woman's new fifth floor salon. Open to public. Press by invitation. Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday Oct. 18 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	MACY'S LITTLE SHOP	RITZ CARLTON HOTEL OVAL ROOM
	New Fall and Winter fashions from Macy's Little Shop. Open to public. Press by invitation. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Saturday Oct. 20	NEWSSTAND DATE: CHARM MAGAZINE	STREET & SMITH PUBLICATIONS	122 EAST 42ND STREET
	Theme of Charm's November issue: "Beauty--And Hats To Frame It." Publicity: Kay Vollers, MU. 3-8910.		
Monday Oct. 22 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
	Presentation of Russeks' new costume suits, furs, and dresses for Fall and Winter. Open to public. Press by invitation. Publicity: WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 23 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY AT LUNCHEON	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
	New Fall and Winter millinery by Peg Fischer will be shown during luncheon. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 23- Oct. 26 2:30 P.M.; 8:45 P.M.	NEW YORK TIMES ANNUAL FASHION SHOW	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH STREET
	"Fashions Of The Times--4th Edition," annual dramatic style presentation created by N. Y. Times fashion editor Virginia Pope. Leading New York manufacturers, designers, fabric and accessory houses, and stores are cooperating in presenting a forward-looking show, with styles for Spring and Summer, 1946 and the Christmas Holiday season. Preview of especially created costumes by top American designers, showing what their genius can achieve when all restrictions have been removed. The show will be produced, staged, and directed by Miss Francis Bemis, who directed the 3 previous shows. Sets designed by A. A. Ostrander. Tickets: $1.80 each, entire proceeds going to Greater N. Y. Fund. Contact: Times Promotion Dept., LA. 4-1000.		
Wednesday Oct. 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SELECTED FASHIONS	RUBY ROSS (6 EAST 53RD ST.)	PIERRE HOTEL COTILLION ROOM
	"The Individual Look" im clothes by Ruby Ross will be shown during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.		
Wednesday Oct. 24 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON	ROSE SAPHIRE HATS (501 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
	Rose Saphire will present her new Fall and Winter millinery during luncheon. Open to Public. Press by invitation. Contact: Rose Saphire, WI. 2-4374. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday Oct. 25 1:00 P.M. Luncheon	NEW FALL AND WINTER FASHIONS	MIRIAM LANDEY (22 EAST 65TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	A luncheon showing of afternoon and dinner dresses, coordinated with millinery, featuring dressy jersey and new color combinations. Open to public. Press by invitation. Contact: Miriam Landey, RE. 7-1310. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Oct. 27	NAVY DAY (Saturday)		
Monday Oct. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON	FARQUHARSON & WHEELOCK (23 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Custom-order fashions for Fall and Winter will be shown during luncheon, with Farquharson & Wheelock's great attention to fine details and rich fabrics. Open to public. Press by invitation. Fashion Show Director & Commentator: Mary Alice Rice, PL. 3-4500.		
Monday Oct. 29- Oct. 31	ANNUAL FORUM	NEW YORK HERALD TRIBUNE	WALDORF-ASTORIA GRAND BALLROOM
	"Responsibility of Victory" will be the general subject of the New York Herald Tribune's annual forum to be held on Mon. evening, Oct. 29; Tues. afternoon and evening, Oct. 30; and Wed. Evening, Oct. 31. Publicity: Elsa Lang, Promotion Department, PE. 6-4000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 30 1:00 P.M. Luncheon	NEW "NECESSORIES" DURING LUNCHEON	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
	A showing of Arpad's new "Necessories" including fancy ascots, blouses, stoles, costume jewelry, etc. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 30- Oct. 31 8:30 P.M.	"SMART NEW YORK" FASHION SHOW	SMART MAGAZINE (60 EAST 42ND ST.)	ST. REGIS HOTEL ROOF
	Smart, "the Magazine for the American Woman," will present a coordinated Fashion Showing of significant styles from leading fabric houses and manufacturers of N. Y. Called "Smart New York," and featuring advance fashions including furs and accessories. Admission: $10 per person. Fashion coordination, commentary and publicity: Viola Shefer, PL. 3-3173. For reservations, contact: MU. 2-4912.		
Wednesday Oct. 31 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	SADA SACKS, INC. (671 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
	Fall and Winter collection of Sada Sacks will be shown during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.		
Wednesday Oct. 31 1:00 P.M. Luncheon	NEW FALL AND WINTER FASHIONS	MME. ET LA JEUNE FILLE (30 EAST 54TH ST.)	WALDORF-ASTORIA SERT ROOM
	New Fall and Winter fashions by Mme. Et La Jeune Fille. Open to public. Press by invitation. Contact: PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Monday Nov. 5 1:00 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON	MAXIMILIAN FURS INC. (20 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	A luncheon showing of Maximilian's luxurious fur fashions. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Wednesday Nov. 7 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING FABRICS	EVERFAST FABRICS	WALDORF-ASTORIA LE PERROQUET SUITE
	Spring fashions in Everfast Fabrics by top American designers. Press strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Wednesday Nov. 7 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOWING	ARANKA, INC. (19 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM
	New millinery for the 1946 season will be shown during luncheon. Open to public. Press by invitation. Contact: PL. 8-2966. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Nov. 14 4:00 P.M.- 6:00 P.M.	"JUDY BOND'S FOR VICTORY"	JUDY BOND INC. & BLOOMINGDALE'S	PLAZA HOTEL TERRACE ROOM
	A unique fashion presentation to be given by Bloomingdale's in conjunction with Judy Bond Inc., characterizing the woman of today in blouses for every occasion. Commentator: Vyvyan Donner, fashion director, Fox Movietone News. Press by invitation only. Publicity for Judy Bond: Billie Gould Inc., LA. 4-8773. Publicity for Bloomingdale's: Karen Hollis, VO. 5-5900.		

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Friday Sept. 28 — PREMIERE: "MILDRED PIERCE" (Movie) STRAND THEATRE, BROADWAY & 47TH ST.
A Warner Bros. murder drama, based on book by James Cain, and starring Joan Crawford, Jack Carson, Zachary Scott, Eve Arden, and others. Producer: Jerry Wald. Director: Michael Curtis. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Saturday Sept. 29 — OPENING: "LIVE LIFE AGAIN" BELASCO THEATRE, 44TH ST. EAST OF B'WAY
A serious drama in verse by Dan Totheroh, with action taking place on a farm in Nebraska in the early part of the 20th Century. The cast features Donald Buka, with Thomas Chalmers, Mary Rolfe, Beatrice de Neergaard, and others in the cast of 31. Producer: Sherman S. Krellberg. Director: Professor Sawyer Falk of the University of Syracuse. Sets designed by Albert Johnson. Costumes: Grace Houston. Publicity: Bernard Simon, BR. 9-5906.

Wednesday Oct. 3-Nov. 4 — ANNUAL CHAMPIONSHIP RODEO, MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Twentieth annual world's championship rodeo, with Roy Rogers in person. Matinees: Fri., Sat., and Sun. Contact: CO. 5-6800.

Wednesday Oct. 3 — PREMIERE: "BLITHE SPIRIT" (Movie) WINTER GARDEN, B'WAY & 50TH ST.
Noel Coward's technicolor screen production of his stage comedy, released by United Artists, the first film to be shown at the Winter Garden. Starring Constance Cummings, Rex Harrison, and Kay Hammond, this picture was made in England. Producer: Noel Coward. Director: David Lean. Costumes by Rahvis of London. Publicity: Tess Michaels, BR. 9-7300.

Friday Oct. 5 — N.Y. PREMIERE: "STORY OF G.I. JOE" (Movie) GOTHAM THEATRE, B'WAY & 47TH ST.
Ernie Pyle's "Story of G.I. Joe", United Artists picture, will have a dual Broadway run, with the premiere at the Gotham Theatre on the evening of Oct. 5th (reserved seats only). This Lester Cowan production will be shown at the Globe Theatre too, beginning Oct. 6th. Starring Burgess Meredith as Ernie Pyle, great war correspondent and Pulitzer Prize winner, with Robert Mitchum, Freddie Steele, Wally Cassell, and others. Reserved seats at Gotham Theatre, $2.40 top. Regular prices at Globe Theatre. Director: William Wellman. Publicity: Tess Michaels, BR. 9-7300.

Friday Oct. 5 — CHARLIE McCARTHY "IN PERSON" WEDGEWOOD ROOM, WALDORF-ASTORIA
Opening of Wedgewood Room with return engagement of Edgar Bergen and Charlie McCarthy, who will headline the show, at which Annamary Dickey, singer also will be featured. Publicity: Ted Saucier, EL. 5-3000.

Saturday Oct. 6 — OPENING: "POLONAISE" ALVIN THEATRE, 52ND ST. WEST OF B'WAY
New musical about liberation of Poland, with prologue taking place in the United States in 1783, and action then moving to Cracow and Warsaw, Poland. Jan Kiepure sings leading role of Kosciosco, and Riabouchinska is the ballerina. Cast also includes Marta Eggert, Rose Ingraham, Curt Bois, and others. Choreography: David Lichine. Settings: Howard Bay. Costumes: Mary Grant. Publicity: Karl Bernstein, CI. 6-0427.

Sunday Oct. 7-Nov. 6 — OPENING: BALLET THEATRE, METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH ST.
S. Hurok's Ballet Theatre will have five new works added to the four-week repertory. Markova, Dolin, and Eglevsky will appear regularly throughout the engagement. The gala premiere on Sunday, Oct. 7 includes GISELLE (with Markova and Dolin), FANCY FREE, and HELEN OF TROY (with Eglevsky). Publicity: Gerald Goode, PL. 3-0820.